



Field Squared



FIELD SQUARED CASE STUDY:



Field Squared Provides a Fully
Configurable Mobile Workforce Solution
that Unifies All Franchisees of the
Sea Tow Corporation

Background

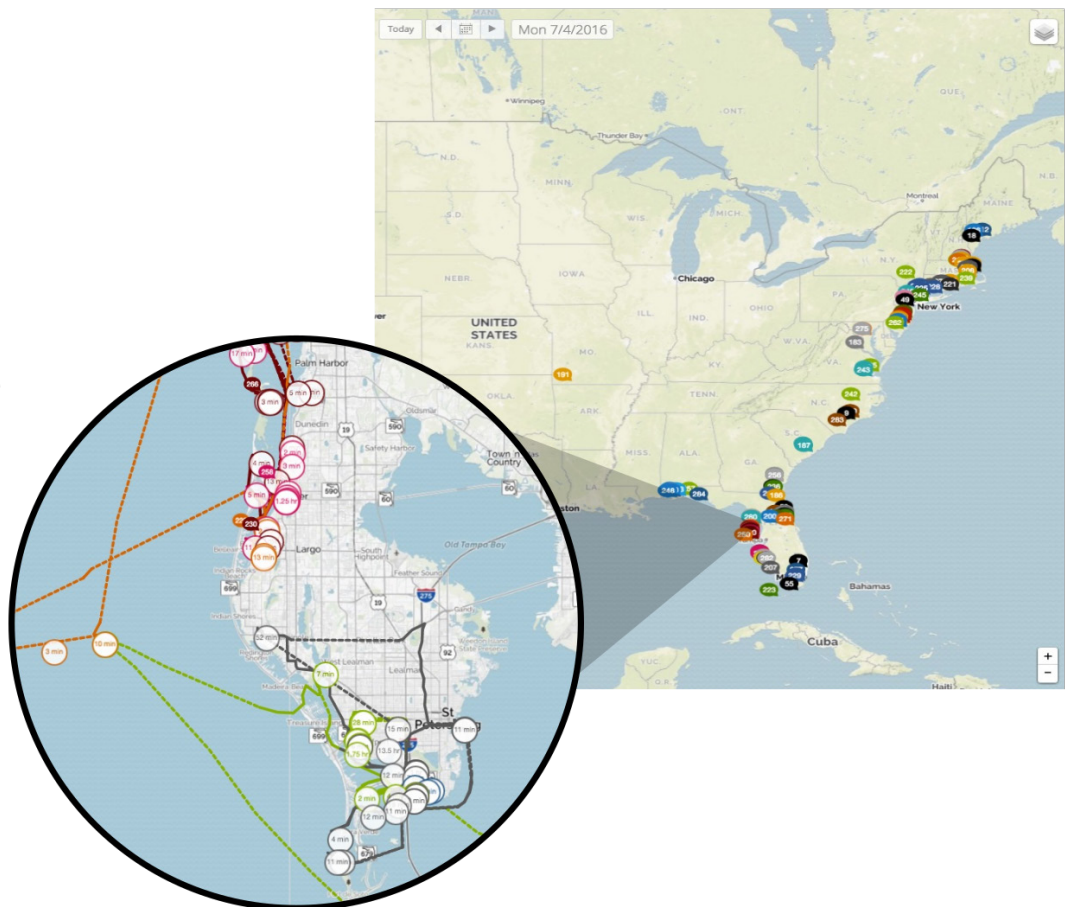
Sea Tow, a family operation based in Southold, New York, opened its doors in 1983. When the U.S. Coast Guard stopped responding to nonemergency calls, Sea Tow became the marine assistance industry pioneer. Today, with over 700 captains and 100 locations, Sea Tow has become the #1 choice for boaters nationwide.

The marine assistance franchise is a member-based organization that provides a suite of on- and off-land services. At bay, Sea Tow provides 24/7 call center support, marine education, and a membership savings club. On the water, their services include boat towing, fuel deliveries, jump starts, and more. Additionally, Sea Tow is qualified in disaster response, environmental remediation, and vessel recovery.

The Field Squared mobile workforce solution allows Sea Tow to **optimize internal processes** and operations across all franchisees and provides an **industry-best experience** to all customers across the US.

Problem Identification

As a franchisor with distributed teams operating across the United States, Caribbean, and Europe, Jim Foley, Sea Tow's CFO, knew that communication was the beating heart to operational success. Albeit, Sea Tow has an impressive team, loyal customers, and a strong global presence, they knew their current paper-based, manual processes and redundant communications were not scaling with their growing success.



With a need for more consistent client-facing communications and improvements in cross-franchise operations, Sea Tow solved challenges in 5 key areas:

1) Distributed, inconsistent & questionable data accuracy

With limited team transparency, the daily “telephone game” continued between franchises, dispatch centers, and captains. Additionally, the inability to decipher handwriting on paper forms, napkins, or boat glass, resulted in crucial information loss.

How Field Squared Helped

Real-time record keeping and back office integrations nearly eliminated all information loss and data re-entry. Business data such as franchise & captain productivity, average response time, members’ average savings, etc., allowed Sea Tow to form relationships with business insurance companies for the first time, effectively increasing SeaTow's reach & customer base.

“The data is now actionable and we can take proactive corrective action rather than wait for a member complaint to come in.”

“It could be weeks, sometimes months, before we’d input information into the computer. The data was inconsistent, hard to read. Now, we have consistent data throughout all 100 franchisee locations.”

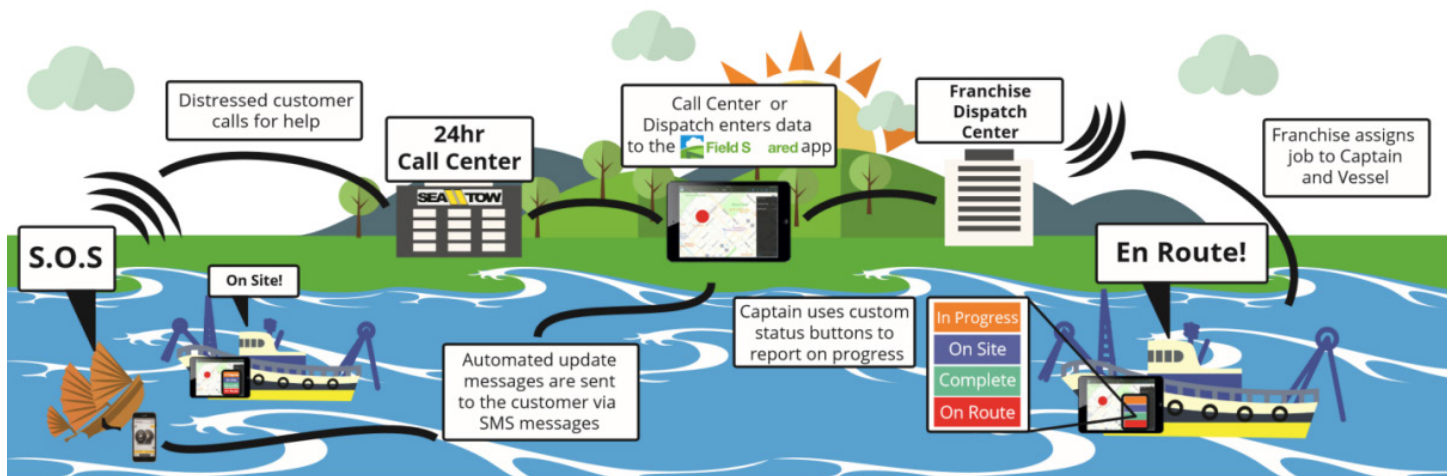
-- Jim Foley, CFO, SeaTow

2) Dispatch time too long

As calls were transferred between the dispatch center, franchise, and captain, customers were often asked the same question(s) multiple times - leading to unnecessary frustration in a stressful situation. Additionally, there were no tools set in place to consistently measure response time to identify areas of improvement.

How Field Squared Helped

With access to real-time data, Sea Tow was able to optimize dispatch across all franchises. Data-driven scheduling and route optimization, allowed Sea Tow to shorten dispatch times, eliminated redundancy, and pave the way for efficiency across the entire operation.



“We had a goal to eliminate 95% of the paperwork. I can confidently say we’ve reached that goal.”

3) Too much time consuming paperwork

All documents were paper-based and had to be retroactively entered into multiple digital platforms. This caused significant time delays in reporting, invoicing, and assessments.

How Field Squared Helped

Sea Tow improved information accuracy and reliability by automating data capture and eliminating data re-entry. Now their data can be used to improve the business bottom line.

4) Not enough client-facing transparency

After an initial dispatch request a customer could be in a vulnerable situation and there could be limited communications.

The limited visibility often lead to the customer calling the dispatch center for updates and starting a second “telephone game” to find out the captain’s ETA.

How Field Squared Helped

With real-time visibility between the dispatch center, franchise, and captain, client-facing transparency on ETA, vessel location, and job status has significantly improved. Future plans include real-time tracking of vessels along with SMS updates.

5) Limited expansion, scalability & upsell opportunities

Degraded and/or inaccurate customer information was further compounded by lengthy paper-based processes. This left Sea Tow unable to utilize data in a timely manner, inhibiting marketing opportunities and limiting continued scalability.

How Field Squared Helped

Using a single, unified mobile workforce app for all data collection, Sea Tow is now positioned to enter into strategic partnerships. Additionally, increased upsell opportunities drive growth on a national level.

“On Tuesday morning we knew how many jobs we did over the weekend. Previously this would have taken months to do. We can now capitalize on marketing and upsell opportunities.”



The Field Squared Difference

The solution needed to include three things: efficient internal operations, enhanced transparency in communications, and the configurability to integrate with unique processes. Without automated processes, information transparency, or real-time updates, managing an operation of this size was impossible.

Building a robust in-house solution wasn't feasible, but other external apps could not configure to their unique requirements. Until Field Squared.

“We were able to roll out the mobile workforce app to a majority of our nation-wide franchises in just 8 weeks.”

“You don't need to code [to set up the app]. You can get it up and running very fast and further configure it later on”. Most franchisees were using it after a single training day – completely eliminating downtime.

With the ability to share real-time data between all team members, Sea Tow has eliminated all internal and external communication redundancies making

“Since we've switched to Field Squared, all of our customer responses have been very positive.”

the dispatch process more efficient than ever. Clients and team members receive automated correspondence throughout the job lifecycle, including follow-up SMS messages immediately after the request, ETA statuses and updates, and the ability to track service vessels.

Everything from the professional look to a heightened feeling of safety and security. This is exactly the confidence and transparency Sea Tow wanted to provide for customers and staff.

The automation of job logging, customer feedback, and operational processes has allowed Sea Tow to catalog key information for time-sensitive marketing, asset optimization, and operational management.

